

CLAIMS:

1. A location based information service providing-
method for use in a mobile communication network system
5 including a content server which transmits a content, and a
terminal which has location measurement means to execute a
location measurement processing, reception means to receive a
content from the content server, and transmission means to
transmit a content request which requests a content from the
10 content server, the method comprising:

a first step in which said location measurement means
executes a location measurement processing of determining a
position of said terminal; and

a second step in which if a content request with a
15 location measurement result is given, said transmission means
transmits to the content server a content request with
information concerning a geographical position of said
terminal which is determined as a result of the location
measurement processing in the first step.

20 2. The location based information service providing-
method according to claim 1, wherein a recognition section to
recognize function information issued for every operation is
provided, and the location measurement processing is executed
if said recognition section recognizes the function
25 information.

3. The location based information service providing-
method according to claim 2, wherein the function information
is a character string including an address of a request to
said content server.

4. The location based information service providing-method according to claim 2, wherein the function information is a location measurement processing request from said content server.

5 5. The location based information service providing-method according to claim 2, wherein the function information is a signal transmitted when an application program executable by said terminal is started up.

10 6. The location based information service providing-method according to claim 2, wherein the function information is a signal transmitted when a button which said terminal has is pressed down.

15 7. The location based information service providing-method according to claim 2, wherein if said recognition section recognizes the content request with a location measurement result, processing of the second step is executed.

20 8. The location based information service providing-method according to claim 1, wherein quality measurement means to measure quality of reception of a radio signal which the terminal is receiving, and the location measurement processing in the first step is executed if the quality of reception measured by said quality measurement means increases to a preset threshold value or higher.

25 9. The location based information service providing-method according to claim 8, wherein the radio signal is a signal which said terminal uses for communication.

10. The location based information service providing-method according to claim 8, wherein the radio signal is a signal transmitted from a GPS satellite.

11. The location based information service providing-method according to claim 1, wherein

said terminal has a memory to maintain the result of the location measurement processing; and

5 in the first step, said location measurement means periodically executes the location measurement processing, and information concerning a geographical position of the terminal itself determined as a result of the location measurement processing is updated and maintained in the memory for every
10 time when the location measurement processing is executed.

12. The location based information service providing-method according to claim 1, wherein the location measurement processing is a location measurement processing using a signal from a GPS satellite.

15 13. A location based information service providing-method for use in a mobile communication network system including a content server which transmits a content, and a terminal which includes location measurement means to execute a first location measurement processing and a second location
20 measurement processing having faster processing speed than the first location measurement processing, a recognition section to recognize function information issued for every operation, reception means to receive a content from the content server, and transmission means to transmit a content request
25 requesting a content from the content server, the method comprising:

a first step in which when first function information is recognized by said recognition section, said location measurement means executes the second location measurement

processing to determine a position of said terminal;

a second step in which said transmission means transmits to said content server a content request with information concerning the geographical position of said terminal

5 determined as a result of the second location measurement processing in the first step;

a third step in which said location measurement means executes the first location measurement processing to determine the position of said terminal after the second step;

10 and

a fourth step in which said transmission means transmits to said content server a content request with information concerning the geographical position of said terminal determined as a result of the first location measurement

15 processing in the third step.

14. The location based information service providing-method according to claim 13, wherein the first function information is a content request with a location measurement result.

20 15. The location based information service providing-method according to claim 13, wherein the first function information is a location measurement processing request from said content server.

25 16. The location based information service providing-method according to claim 13, wherein the first function information is a signal transmitted when an application program executable by said terminal is started up.

17. The location based information service providing-method according to claim 13, wherein the first function

information is a signal transmitted when a button which said terminal has is pressed down.

18. The location based information service providing-
method according to claim 13, wherein the first location
5 measurement processing in the third step is executed when
second function information is recognized by said recognition
section.

19. The location based information service providing-
method according to claim 18, wherein the second function
10 information is a content request with a location measurement
result.

20. The location based information service providing-
method according to claim 18, wherein the second function
information is a signal transmitted while an application
15 program executable by said terminal is operating.

21. The location based information service providing-
method according to claim 13, wherein

said terminal has a memory to maintain the result of the
first location measurement processing, and

20 in the third step, said location measurement means
periodically executes the first location measurement
processing, and the information concerning the geographical
position of said terminal itself determined as the result of
the first location measurement processing is updated and
25 maintained in the memory for every time when the first
location measurement processing is executed.

22. The location based information service providing-
method according to claim 13, wherein the first location
measurement processing is a location measurement processing of

performing location measurement with use of a signal from a GPS satellite.

23. The location based information service providing-
method according to claim 13, wherein the second location
5 measurement processing is a location measurement processing of
performing location measurement with use of a signal from a
base station.

24. A terminal for use in a mobile communication network
system including said terminal and a content server which
10 transmits a content in response to a content request from said
terminal, said terminal comprising:

a recognition section to recognize function information
issued for every operation;

location measurement means to execute a location
15 measurement processing of determining a position of said
terminal if the function information is recognized by said
recognition section;

means to transmit a location measurement result of the
location measurement processing and a content request, if a
20 content request with a location measurement result is issued;
and

means to receive a content transmitted in response to the
content request transmitted.

25. A terminal for use in a mobile communication network
25 system including said terminal and a content server which
transmits a content in response to a content request from said
terminal, said terminal comprising:

location measurement means to execute a first location
measurement processing and a second location measurement

processing having faster processing speed than the first location measurement processing,

a recognition section to recognize function information issued for every operation;

5 reception means to receive a content from said content server;

transmission means to transmit to the content server a content request requesting a content;

control means to carry out a processing of making said
10 location measurement means execute a second location measurement processing of determining a position of said terminal when first function information is recognized by said recognition section, a processing of making said transmission means transmit to said content server a content request with
15 information concerning a geographical position of said terminal determined as a result of the second location measurement processing, a processing of making said location measurement means execute the first location measurement processing of determining the position of said terminal, and a
20 processing of making said transmission means transmit to said content server a content request with information concerning the geographical position of said terminal determined as a result of the first location measurement processing.

26. A program recorded in a recording section of a
25 terminal in a location based information service providing system using a mobile communication network, said program making said terminal execute:

a first processing in which a location measurement processing of determining a position of said terminal is

executed when function information issued for every operation is recognized; and

5 a second processing in which, if a content request with a location measurement result is given, a content request with information concerning a geographical position of said terminal determined as a result of the location measurement processing is transmitted to a content server connected to said terminal via said mobile communication network.

10 27. A program recorded in a recording section of a terminal in a location based information service providing system using a mobile communication network, said program making said terminal execute:

15 a first processing in which when function information issued for every operation is recognized, a second location measurement processing of determining a position of said terminal is executed;

20 a second processing in which a content request with information concerning a geographical position of said terminal determined as a result of the second location measurement processing is transmitted to a content server connected to said terminal via said mobile communication network;

25 a third processing in which a first location measurement processing having slower processing speed than the second location measurement processing is executed; and

a fourth processing in which a content request with information concerning the geographical position of said terminal determined as a result of the first location measurement processing is transmitted to said content server.